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Cap. 4

CONSUMER TIME

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RECORD

GREEN AND YELLOW VEGETABLES

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NETWORK: NBC

DATE: JULY 24, 1943 CULTURE

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(Produced by the War Food Administration. This script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME, is restricted to network broadcasts of this program, presented for more than ten years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS THREE....MONEY IN THE TILL

2. MAN: That's your money buying food.

3. SOUND: CASH REGISTER

4. WOMAN: That's your money paying for a home.

5. SOUND: CASH REGISTER

6. MAN: That's your money buying clothes.

7. WOMAN: Buying you a living in wartime.

8. SOUND: CASH REGISTER...CLOSE DRAWER

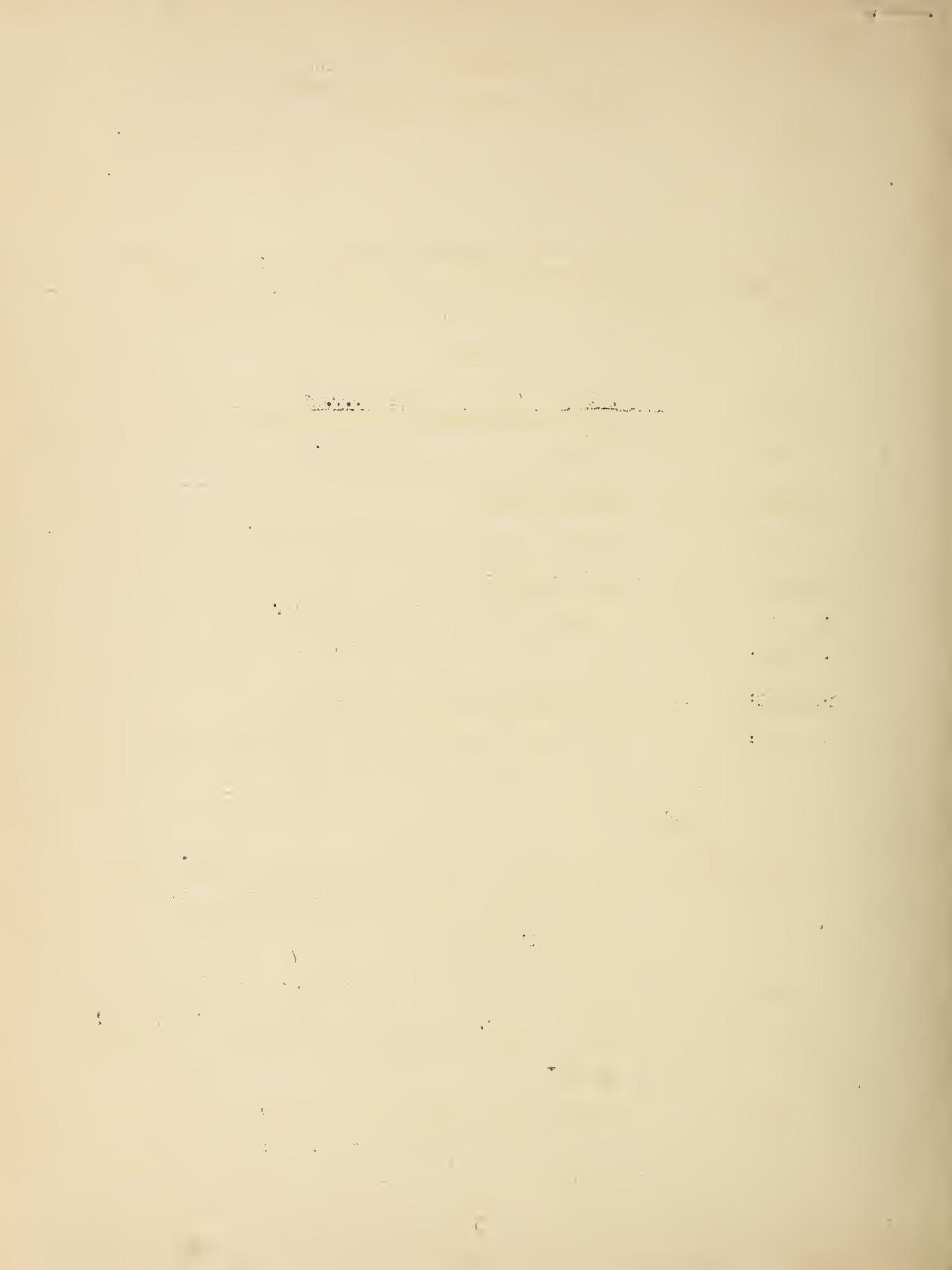
9. WOMAN: And this is CONSUMER TIME...helping you SAVE some of that money.

(PAUSE)

10. BOY OR GIRL
(10-12) But mother, I don't want any string beans. They don't taste good—like they do over at Mrs. Crandall's house.

11. MOTHER: That's a fine way to talk. Why, I never heard of such a thing. You ought to be ashamed of yourself!
I—I—

12. VOICE: (THRU FILTER MIKE) Just a moment, lady. Don't be too hard on the youngster. Many an otherwise good cook almost commits murder on green and yellow



13. VOICE:
(Continued)

vegetables. That's our program today--about green and yellow vegetables. But first--here's the consumer news of the week--interpreted by one of our consumer reporters, Bill Jones.

14. BILL:

The war food orders---straight from Washington:

15. FREYMAN (CHEERFUL) Good morning, Jane.

16. JANE: (NOT CHEERFUL) What's good about it?

17. FREYMAN: Trifle out of sorts this morning?

18. JANE: I'm never out of sorts. It's just my husband.

19. FREYMAN: I know he doesn't beat you.

20. JANE: Oh, no, of course not, Evelyn Freyman. But I've lost another battle in what looks like a life-long war.

21. FREYMAN: Sounds pretty grim.

22. JANE: It is. It's those vegetables again—the green and yellow ones.

23. FREYMAN: Too bad—to have your life ruined by some vegetables—but I'm still mixed up. First it was your husband —now it's vegetables.

24. JANE: Well, my husband read a piece in the paper several years ago. It was supposed to be funny and it used the phrase..."that awful vegetable taste."

25. FREYMAN: Hardly sounds like enough to wreck your life.

26. JANE: No? Well ever since then, my husband keeps using it whenever we have green beans or spinach or squash or carrots or any of the green and yellow vegetables, I'm sick of it.

27. FREYMAN: Don't let it get you down.

28. JANE: The worst part of it is, he's right. They DO have "that awful vegetable taste." They taste all wrong to me too.

29. FREYMAN: You're not the only lady in the land with the same problem.

30. JANE: Is that so?

31. FREYMAN: Husbands by the thousands, I'm guessing, have similar complaints. And the army had the same problem in feeding soldiers. There have been plenty of kicks about vegetables.

32. JANE: What's the solution—or do you know?

33. FREYMAN: Maybe I could help a little.

34. JANE: You actually have some ideas that will, maybe, get rid of "that awful vegetable taste?"

35. FREYMAN: I believe I have, Jane.

36. JANE: Go ahead—give.

37. FREYMAN: Well, how do you cook green and yellow vegetables?

38. JANE: I cook'em lots of ways—but mostly, I just cook 'em, I guess. Probably boil the majority.

39. FREYMAN: Let's get specific. How do you cook, say, green beans?

40. JANE: Well, let's see. First I wash them thoroughly—with enough rinsings to get them really clean. Then I clip the ends and break them.

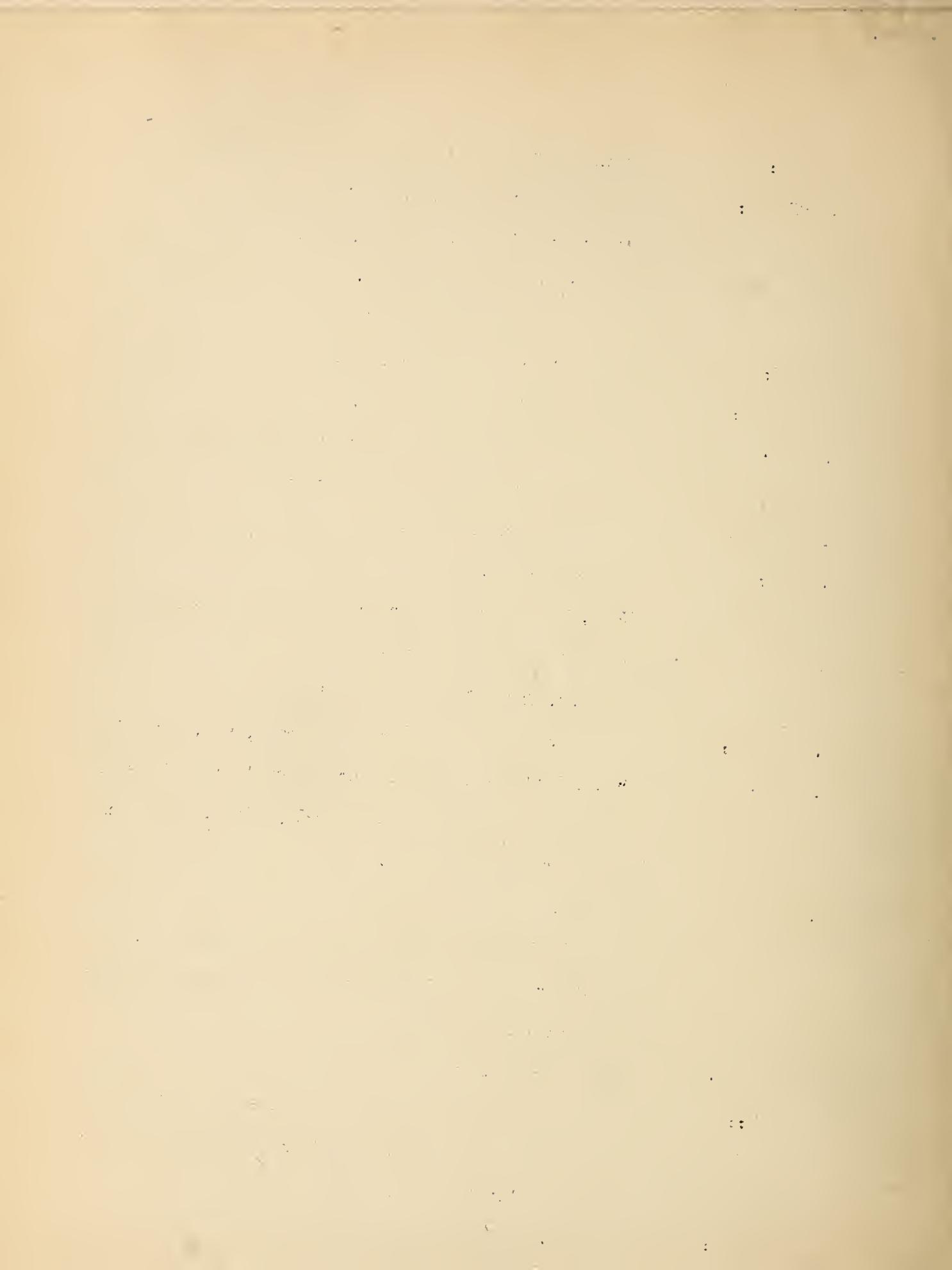
41. FREYMAN: Uh-huh.

42. JANE: Then I give them a final rinsing and put them in a pan of water so they'll stay fresh and put them in the ice box until cooking time.

43. FREYMAN: Uh-huh—continue.

44. JANE: Well, I take them from the ice box—drain off the water and replace it with plenty of fresh water—turn on the fire and let 'em boil.

45. FREYMAN: Uh-huh.



46. JANE: To keep them fresh and green looking, while they're cooking, I put in a pinch of soda--like Aunt Bertha taught me.

47. FREYMAN: And then?

48. JANE: Then I let them boil for about an hour or two--so they'll be done--and then we eat them.

49. FREYMAN: Jane, I don't want to be stuffy but the method you outline of cooking your green beans is just about the perfect example of how NOT to do it.

50. JANE: Are you fooling?

51. FREYMAN: Indeed I'm not. But don't feel too badly--because you have a lot of company.

52. JANE: Just where did I go wrong?

53. FREYMAN: Well, with all the green and yellow vegetables, its a good idea to get them as FRESH as you can.

54. JANE: I didn't make any mistake there--because I got the green beans fresh from a friend in the country.

55. FREYMAN: No mistake there--but from there on in, you didn't do so well.

56. JANE: O.K., I asked for this.

57. FREYMAN: Wash them carefully but quickly.

58. JANE: That being true, I suppose I shouldn't let them stand in water, preparatory to cooking.

59. FREYMAN: Right you are. What's more--use as little water as possible in cooking. Don't drown the vegetables--and have the water boiling when you put 'em in to cook.

60. JANE: Any other errors on my part?

61. FREYMAN: Yes. Don't use soda to keep them green. Soda kills off some of the vitamins. Put a little salt in the water--helps save vitamin C. Leaving the lid off for a little while will keep the green color fairly well--and--cook them for as SHORT a time as possible and serve the pot-likker in which the vegetables were cooked.

62. JANE: Have I been doing things wrong! Where did you get all your information?

63. FREYMAN: From a Department of Agriculture folder on "green vegetables." I'll tell you more about it later--you'll want one.

64. JANE: I certainly do want one.

65. FREYMAN: Aside from palatable eating--which is mighty important--the folder tells about vital food elements in the green and yellow vegetables.

66. JANE: I know a little about them. The thing that's been most interesting to me is the Vitamin A content of such vegetables.

67. FREYMAN: Oftentimes that Vitamin A is downright spectacular--particulalry as it affects eyesight--and the ability to overcome "night blindness".

68. JANE: It seems almost wierd to me that Vitamin A in the green and yellow vegetables has such a pronounced effect on our eyesight.

69. FREYMAN: Maybe it seems wierd—but that Vitamin A is mighty important. A man was telling me the other day about a former truck driver (BOARD FADE) who was g-----

70. SOUND: TRUCK MOTORS UP--AND FADE AWAY IN DISTANCE

71. SAM: Well, there goes the last truck in that bunch-- plowing out thru the night.

72. ED: Another batch of red hot stuff for Star Aircraft Company.

73. SAM: Sure is--them trucks is loaded with all kinds of gadgets they need...fast...to put more comph in those combat planes they're making.

74. ED: And I oughta be driving one of them trucks, Sam.

75. SAM: Sure, sure...only we got to run 'em on time.

76. ED: But 'Im a swell truck driver on those night runs, Sam.

77. SAM: Sure you are...only you couldn't get 'em through on time. The stuff we're handling can't be late.

78. ED: I don't feel right, working here around the loading platform. I ought to be pushing a truck over the road again.

79. SAM: We need good men...around the loading platform. too, Ed.

80. ED: Yeah, but you need good truck drivers worse.

81. SAM: Sure, sure...but look, Ed, you're not a good truck driver...not any more.

82. ED: I suppose next you'll be saying I never was no good.

83. SAM: Aw, Naw. You was one of the best...until you begin to bring in your shipments late...day after day.

84. ED: Late, day after day.

85. SAM: Yep. And so far as I could make out...no reason for it. The other boys got through on time O.K.

86. ED: I couldn't seem to make it. Things was bothering me, I guess.

87. SAM: You told me you weren't sick.

88. ED: No...I wasn't sick. I slowed down...that's all.

89. SAM: A man can't slow down much when he's driving stuff like we handle.

90. ED: Suppose I'm getting old?

91. SAM: That's a laugh. Say, did you ever go to a doctor for a check up?

92. ED: No, I wasn't sick, I tell you. You can see I ain't sick...the way I handle freight on this platform. Could a sick man do that?

93. SAM: No, I guess not. You can rassle them big cases around, o. k.

94. ED: What I want to do is rassle one of them big trucks around again.

95. SAM: I know it's tough working here---when you like to drive 'em like you do.

96. ED: Brother, you said it.

97. SAM: Well, we better get lined up to load the next batch.

98. ED: Okay. What time do you make it by the clock in the tower?

99. SAM: It's 1:15 A.M. Say, what's the matter—you too lazy to look at it.

100. ED: No...I just asked you...that's all.

101. SAM: I see. By the way, Ed, did the headlights of approaching cars bother you any while you was driving one of our trucks?

102. ED: Toward the last, they did. Drivers in this state don't pay no attention to headlight laws. Gee, them lights was bright!

103. SAM: I see...Ed, I want you to come with me to the company doctor...tomorrow noon.

104. ED: I told you there was nothing the matter with...

105. SAM: Company doctor, tomorrow noon. That's an order.

106. ED: Okay. Right now...let's get going on the freight. Here come the trucks.

107. SOUND: MOTORS COME UP—AND STOP.

(PAUSE)

108. SOUND: DOOR OPENS

109. DOCTOR: You can come in now, Sam, I've finished examining Ed.

110. ED: He went over me from A to ISSARD.

111. SAM: Doctor, I hope...that is. Well I hope it wasn't anything serious.

112. ED: The doctor's been telling me how it was serious —but not dangerous.

113. SAM: Doctor, was it...was it...

114. DOCTOR: Your hunch was right, Sam.

115. SAM: Then this yardbird has been suffering from night-blindness right along?

116. DOCTOR: That's right--and he never knew he had it.

117. ED: Sam, I'm telling you...I was slowing down for every light on the road. They all looked blinding bright to me. I couldn't see right.

118. SAM: You can fix that, can't you Doctor?

119. DOCTOR: Yes--this night-blindness hasn't gone so far that it could be called "dangerous" to permanent vision.

120. SAM: What's the cure?

121. DOCTOR: It's fairly simple. The night blindness was caused by a lack of enough Vitamin A in the food Ed has been eating.

122. SAM: Then if he eats enough vitamin A foods, the night blindness will go away?

123. DOCTOR: That's correct...plenty of carrots and "greens"--in addition to other good foods.

124. SAM: Sounds like an easy treatment for Ed.

125. DOCTOR: I think it is. Ed will have to continue to eat right--and to speed up his recovery, I'm giving him a little medicine.

126. ED: This, this knowing what's wrong..and how to fix it ..means a lot Doctor.

127. DOCTOR: Well, you just take care of yourself now. Keep an eye on him Sam.

128. SAM: You bet I will. I can use another good driver for one of our big freight haulers.

129. ED: You're getting one, Sam. Let's start on my treatment with a big dish of carrots as part of my lunch. You better have some too.

130. SAM: That's not a bad idea for anyone to follow.

(PAUSE)

131. JANE: Evelyn Freyman, do you mean to tell me that incident actually happened?

132. FREYMAN: Things like that are happening all over America--all over the world, right along.

133. JANE: It does sort of bring home the importance of green and yellow vegetables in a balanced diet.

134. FREYMAN: I believe one of our consumer reporters, Bill Jones, has a real authority on the importance of green and yellow vegetables, here in the studio. How about it, Bill?

135. BILL: That's right, Mrs. Freyman. Our guest is a nutritionist with the F.D.A., Miss Mabel Stimpson.

136. AD LIB How do you do's.

137. FREYMAN: Miss Stimpson, we'd be mighty glad to have a little expert advice on green and yellow vegetables.

138. STIMPSON: Thank you, Mrs. Freyman. These foods comprise Group One of the Basic Seven food groups you hear so much about, these days.

139. FREYMAN: Group One of Basic Seven..

140. STIMPSON: Yes and it has always seemed to me that they were the step-children among foods.

141. FREYMAN: Why do you say that?

142. STIMPSON: Well, despite their food values, green and yellow vegetables seem to receive such shabby treatment from the public.

143. FREYMAN: What's responsible for that?

144. STIMPSON: Lack of knowledge, I believe--and perhaps, habit.

145. FREYMAN: Do you have any recommendations?

146. STIMPSON: I believe so. Recommendation No. 1 would be to serve at least--and I said, at least one green or yellow vegetable every day.

147. FREYMAN: At least one per day. Anything else?

148. STIMPSON: Well, it would be helpful if many women re-learned their cooking, where these vegetables are concerned.

149. FREYMAN: I notice you have with you that leaflet "Green Vegetables in Wartime Meals."

150. STIMPSON: Yes, have you been reading it?

151. FREYMAN: Indeed I have--it upsets some of the things my mother taught me about vegetable cookery.

152. STIMPSON: That's just the point. There have been a lot of changes and advances in vegetable cookery during the past few years.

153. FREYMAN: Well, I was prejudiced in favor of the way mother taught me--but I must say, the new methods explained in this leaflet are a lot easier, and faster than the old time methods.

154. STIMPSON: Not only are they easier and faster--but I think you'll find the vegetables taste better. People used to cook cabbage for hours and hours--but this 5 minute method in the leaflet certainly saves time and gas.

155. FREYMAN: My family likes it better, too.

156. STIMPSON: In addition to tasting better these simple, swift, newer cooking methods give you added quantities of vital food elements which are needed--and which used to be wasted.

157. FREYMAN: We can't afford to waste anything these days.

158. STIMPSON: That's true. Right now, in most sections of the country, green and yellow vegetables are abundant and relatively cheap.

159. FREYMAN: My family was amazed at how good--and how cheap--this spinach loaf turned out--the one here in the leaflet.

160. STIMPSON: Perhaps you'll want to try this vegetable omelette next week. It's easy to fix and good.

161. FREYMAN: You've just planned the main dish for my Monday Dinner, Miss Stimpson.

162. STIMPSON: If Monday happens to be very warm--don't forget that RAW green and yellow vegetables can be whipped up into some wonderful hot weather salads. This leaflet covers the raw vegetable situation with some helpful hints.

163. FREYMAN: That's a nice reminder.

164. STIMPSON: It's been designed to make meal planning easier, quicker, cheaper and better balanced.

165. FREYMAN: Do most families eat reasonably adequate amounts of green and yellow vegetables?

166. STIMPSON: The answer is definitely, NO. Very few people consume enough foods of this type.

167. FREYMAN: What type of foods would you call these green and yellow vegetables?

168. STIMPSON: They are largely "protective" foods—as opposed to "energy" foods. The vitamins and minerals in green and yellow vegetables—along with other food constituents—will help to insure happier, healthier living.

169. FREYMAN: You can't store up vitamins in the body, can you?

170. STIMPSON: Some vitamins can't be stored—but Vitamin A—found in so many of these vegetables—can be stored in the body for future use.

171. FREYMAN: Then, to some extent, you can eat a lot of these foods now and store up necessary vitamin A for the winter?

172. STIMPSON: The evidence indicates that to be true of Vitamin A and its a mighty good idea.

173. FREYMAN: You know, Miss Stimpson, I certainly thank you for being with us on CONSUMER TIME.

174. STIMPSON: It was a pleasure, Mrs. Freyman.

175. BILL: And about that booklet, "Green Vegetables in Wartime Meals"—

176. FREYMAN: I'm sending for mine, Bill.

177. BILL: Address your request to CONSUMER TIME—War Food Administration, Washington, (25) D. C.

178. FREYMAN: Put your name and address and the call letters of your radio station on your card.

179. BILL: And the leaflet, "Green Vegetables in Wartime Meals" will be sent without charge.

180. FREYMAN: Remember, the address—CONSUMER TIME, War Food Administration, Washington, (25) D. C.

181. BILL: Better make a quick note on the ration stamp situation, Mrs. Freyman.

182. FREYMAN: You bet. We're a little low on sugar.

183. BILL: For sugar, coupon 13 in book one is good for 5 lbs. through August 15. You may get 5 pounds with each stamp numbered 15 and 16—for canning purposes, through October 31.

184. FREYMAN: I'm afraid I'm going to have to get a pair of shoes right soon, too.

185. BILL: The shoe ration coupon now valid is No. 18—in book one—and it's good through October 31.

186. FREYMAN: And those red stamps—for meat, canned milk, butter, margarine, oils and canned meats and fish?

187. BILL: Red stamps P, Q, R and S are now good and remain good through July 31.

188. FREYMAN: That leaves only the blue ones.

189. BILL: Oh no—stamp No. 22 in book one—for coffee—became valid last Thursday—and remains good through August 11.

190. FREYMAN: Well, now, it's the blue ones.

191. BILL: Right. Blue stamps now valid are those lettered N, P and Q. They stay good through August 7.

192. FREYMAN: That straightens me out, but you know, Bill....I....

193. BILL: Anything special on your mind for next week, Mrs. Freyman?

194. FREYMAN: Well, I often get to wondering how our British Consumer friends are making out in wartime.

195. BILL: Suppose next week—that we have the top man in Britain's food picture....Lord Woolton (Wootan)... England's Minister of Food...tell us....direct from London...how Britain handles food price control problems.

196. FREYMAN: Could you do that?

197. JOHN: I can try.

198. FREYMAN: That sounds great. I'll be seeing you next week then--on CONSUMER TIME and waiting to hear Lord Woolton (Wootan) talk.

199. ANNOUNCER: Don't forget to write--today--for your free copy of "Green Vegetables in Wartime Meals." Makes cooking simpler, easier, more nutritious. Just address your request to CONSUMER TIME, War Food Administration, Washington, (25) D. C. Be sure to include your name and address and the call letters of your radio station.

Heard on today's program were---

and Miss Mabel Stimpson, a nutritionist of the War Food Administration.

Script by Granville Dickey.

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